TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**AMK 01**
COURSE TITLE	**:**	**MARKETING**
ASSIGNMENT CODE	**:**	**AMK-01/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions.

1. Explain the nature and scope of marketing. Discuss the various components of the marketing environment that a marketer must analyse while planning marketing strategy. **(20)**

2. What do you understand by market segmentation? Discuss the various basis for segmenting the consumer market. Also explain the major factors that influence consumer buying behaviour. **(20)**

3. Write short notes on the following: **(4×5)**

a) Product concepts and classification of products
b) New product development process and the product life cycle
c) Branding and packaging as marketing tools
d) Objectives and methods of pricing

4. Differentiate between the following: **(4×5)**

a) Trade discount and Cash discount
b) MRTP Act and Consumer Protection Act in the context of regulation of prices
c) Direct channel of distribution and Indirect channel of distribution
d) Intensive distribution and Selective/Exclusive distribution

5. Comment briefly on the following statements: **(4×5)**

a) Physical distribution is as critical to customer satisfaction as the choice of distribution channel.
b) The right promotion mix depends on the nature of the product and the target market.
c) Personal selling and sales promotion are complementary, not competing, promotional tools.
d) Advertising and publicity both build awareness, but differ in cost and credibility.

1. Explain the nature and scope of marketing. Discuss the various components of the marketing environment that a marketer must analyse while planning marketing strategy. (20)

Answer

Marketing is the organised process through which an enterprise understands customers, creates useful offerings, communicates their value and makes them available through mutually beneficial exchanges. It is not synonymous with advertising or selling. Selling chiefly seeks to convert an existing product into revenue, whereas marketing begins before production with the identification of needs and continues after purchase through service, feedback and relationship building. A customer-centred business therefore asks what value people seek, who can serve them profitably and how it can satisfy them better than competing alternatives.

Nature of marketing

Need- and customer-oriented activity. Human needs, wants and effective demand form its starting point. Food is a need, a preference for a particular meal is a want, and a want supported by purchasing power becomes demand. Market research helps an organisation understand the distinction rather than assuming every stated desire represents a commercially viable market.

Value creation and exchange. Customers assess an offering in relation to its benefits, money, effort, time and risk. A successful exchange gives the buyer worthwhile satisfaction while enabling the supplier to achieve legitimate objectives. The exchange may involve goods, services, experiences or even ideas; it need not end with a single cash transaction.

Integrated managerial process. Product decisions, pricing, promotion and distribution are interconnected. A premium product supported by expert service may require selective outlets and a price consistent with its promised quality; a daily-use product generally requires easy availability and competitive value. Marketing consequently calls for coordination with finance, production, operations and human resources.

Dynamic, social and ethical character. Preferences, competition and technology continually change. Marketing must respond to these changes while respecting consumer rights, social welfare and environmental responsibilities. Modern practice emphasises trust, responsible data use, truthful claims and long-term relationships rather than merely immediate sales volume.